

Horwath HTL Hotel Event 2025

30 jaar HOSTA presentaties!

dinsdag 9 september 2025





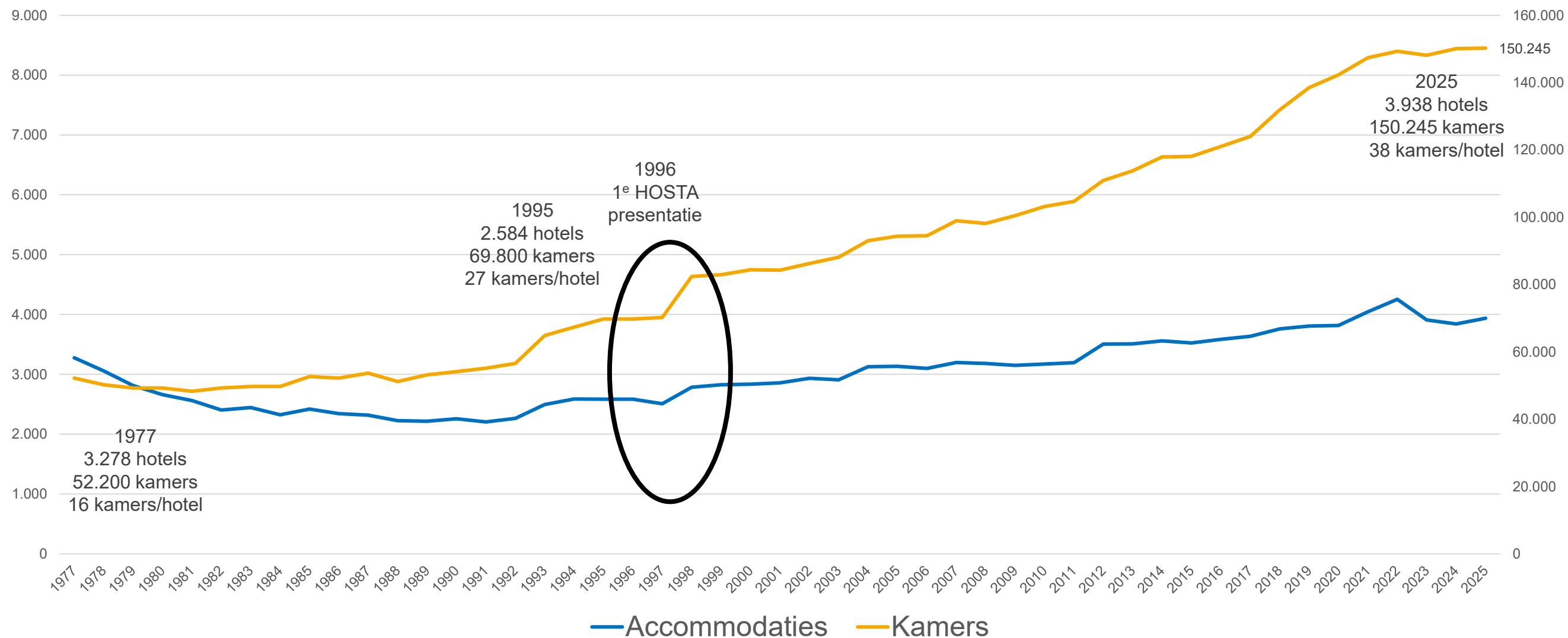
HOSTA cijfers over 30 jaar

1. Volume hotellerie NL
2. Bezettingsgraden en kamerprijzen
3. Crises
4. Toekomstverwachtingen

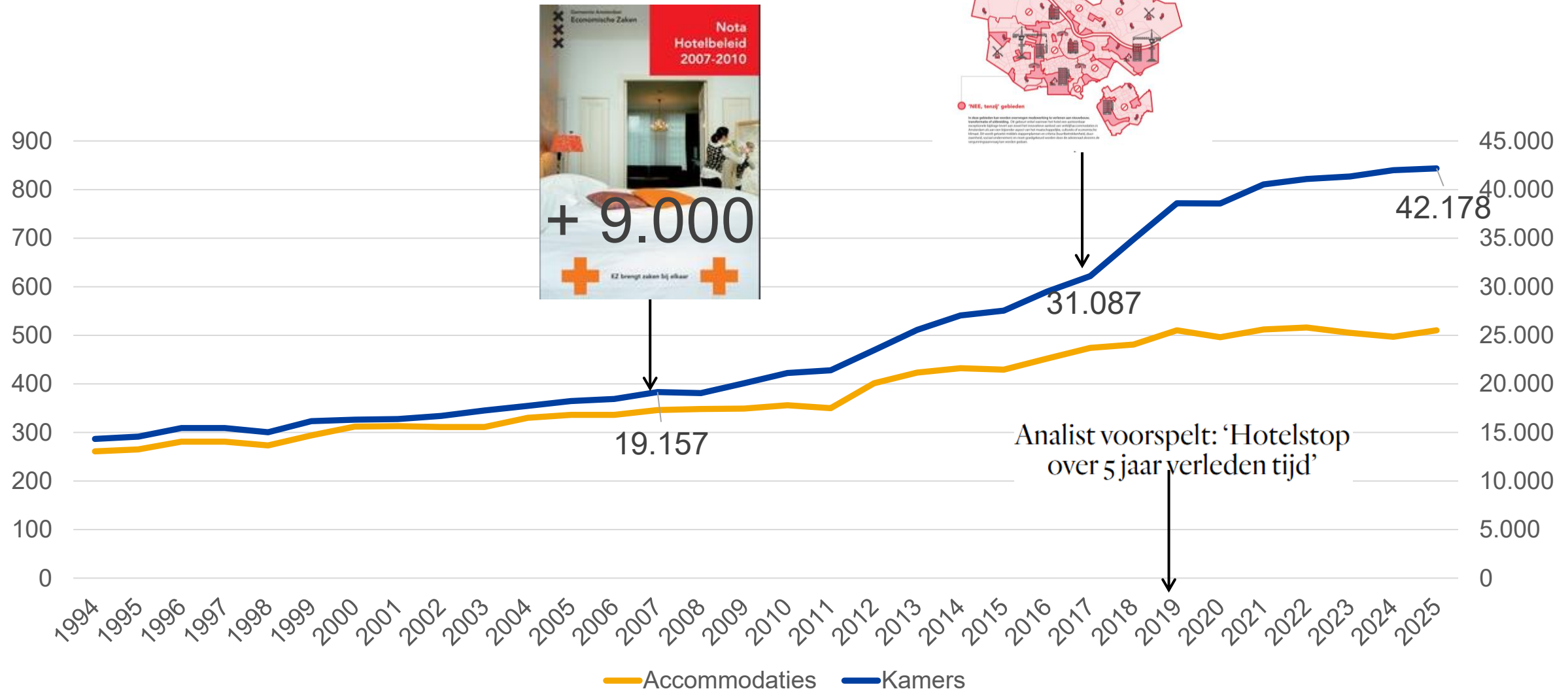


30 jaar HOSTA presentaties

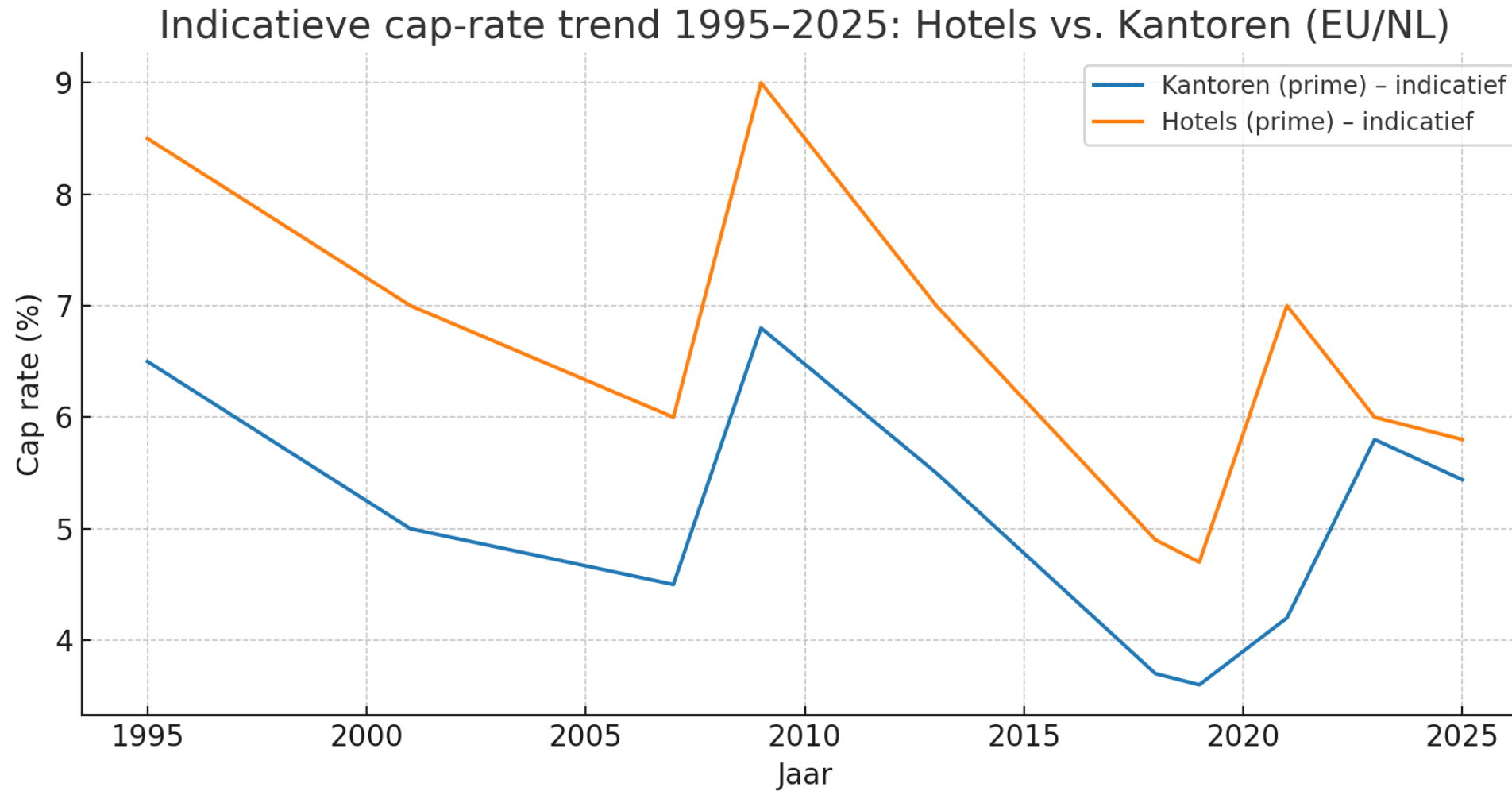
Ontwikkeling hotelaanbod 1977-2025



Hotelaanbod Amsterdam

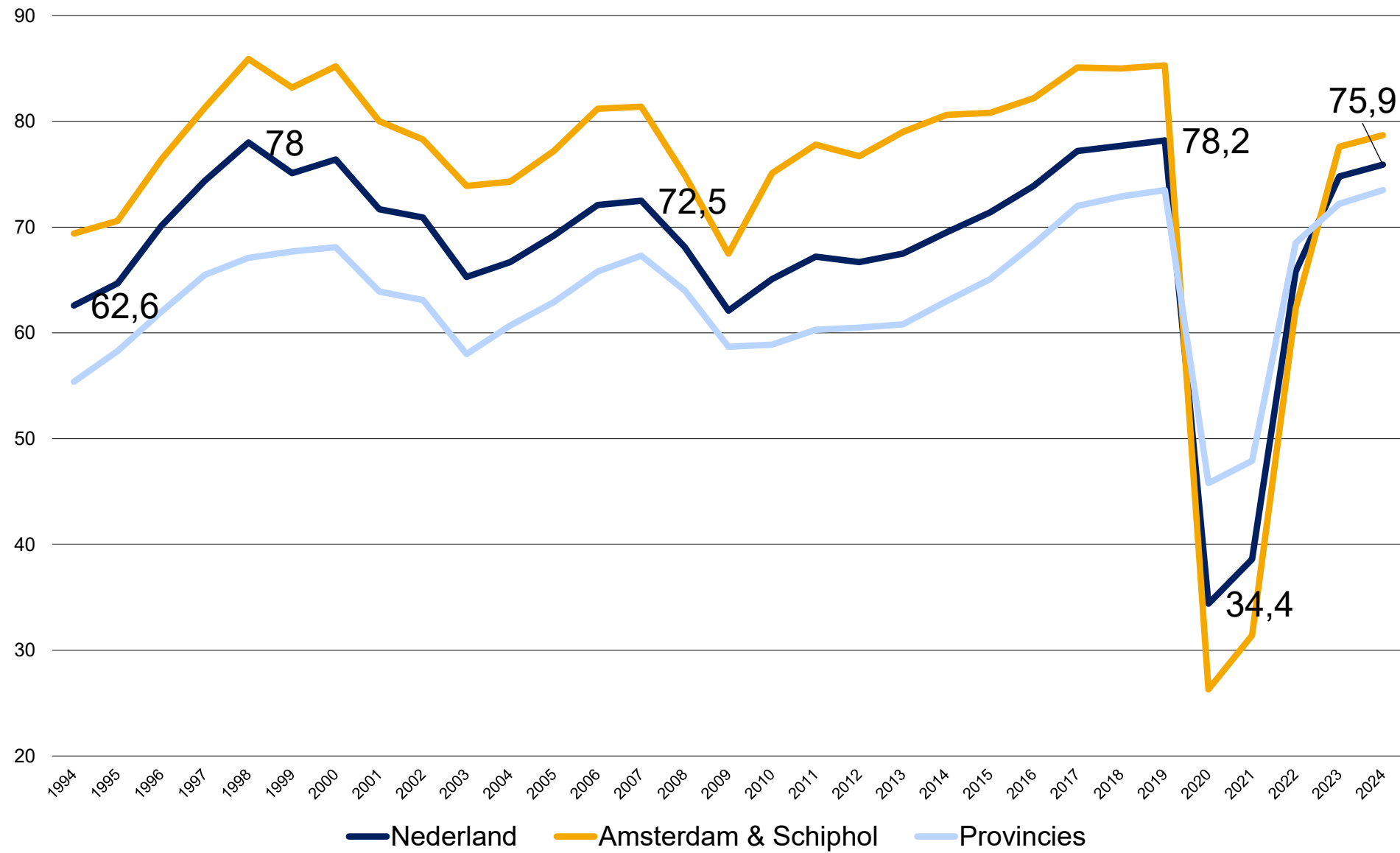


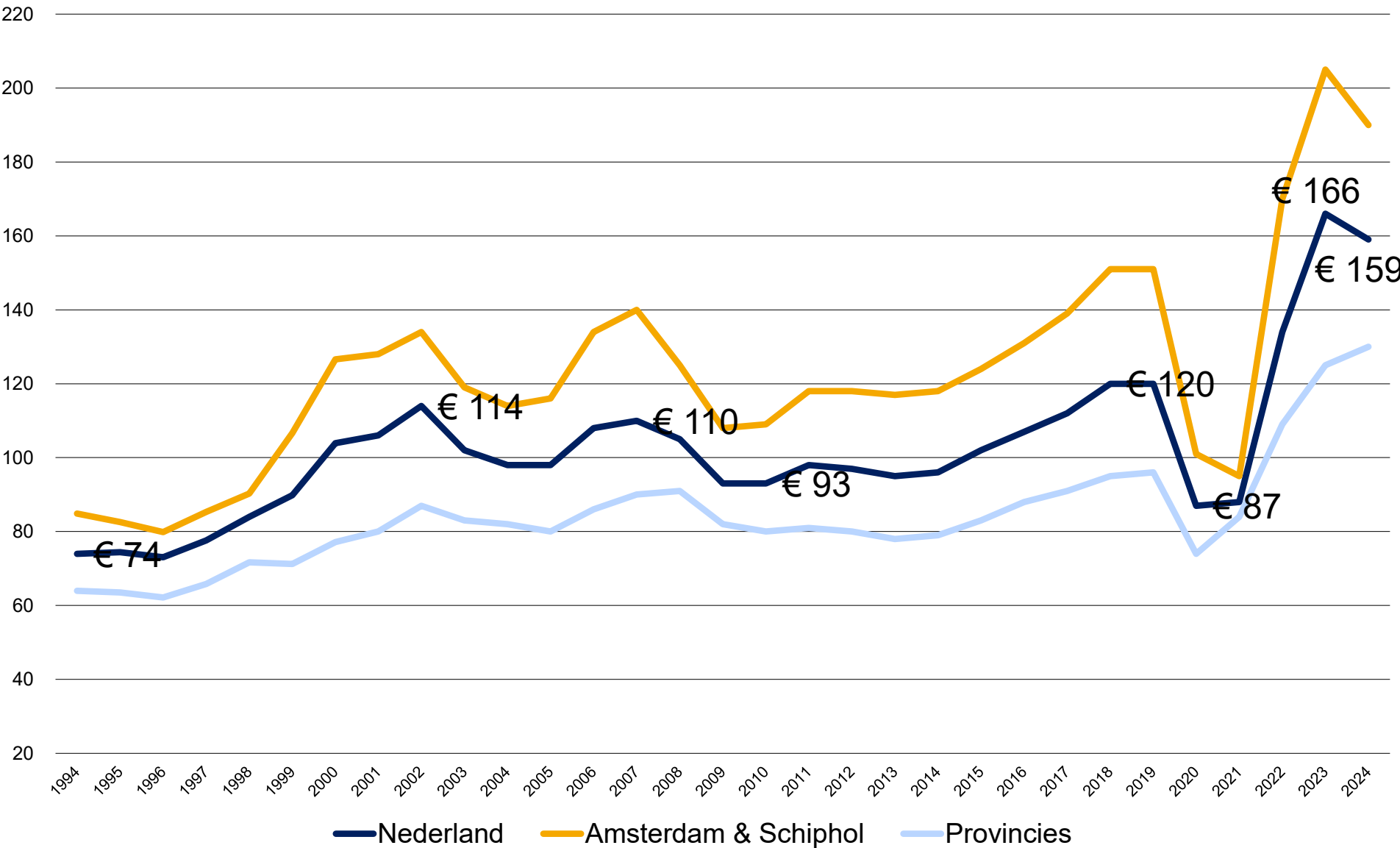
Sector	Voorraad (m ² BVO)		Waarde-indicatie €/m ²	Stockwaarde (indicatief)	
Kantoren	125 mln m ²	57%	~ €1.360/m ²	~ €170 mld	51%
Winkels	32–35 mln m ²	15%	€1.400–1.800/m ²	~ €45–63 mld	16%
Logistiek/bedrijfsruimte	~54 mln m ²	25%	€1.200–1.400/m ²	~ €65–75 mld	21%
Hotels	7,5–8,3 mln m ²	4%	€4.000–6.000/m ²	~ €30–50 mld	12%
Totaal (indicatief):	~ 220 mln m²	100%	~ € 1.400–1.650 /m²	~ €310–360 mld	100%



	Hotels	Kamers	Kamers/hotel
Deelnemers HOSTA 2025	363	47.768	132
Overige hotels	3.575	102.477	29
Totaal	3.938	150.245	38
<i>Aandeel HOSTA 2025</i>	<i>9%</i>	<i>32%</i>	<i>4-5 keer zo groot</i>

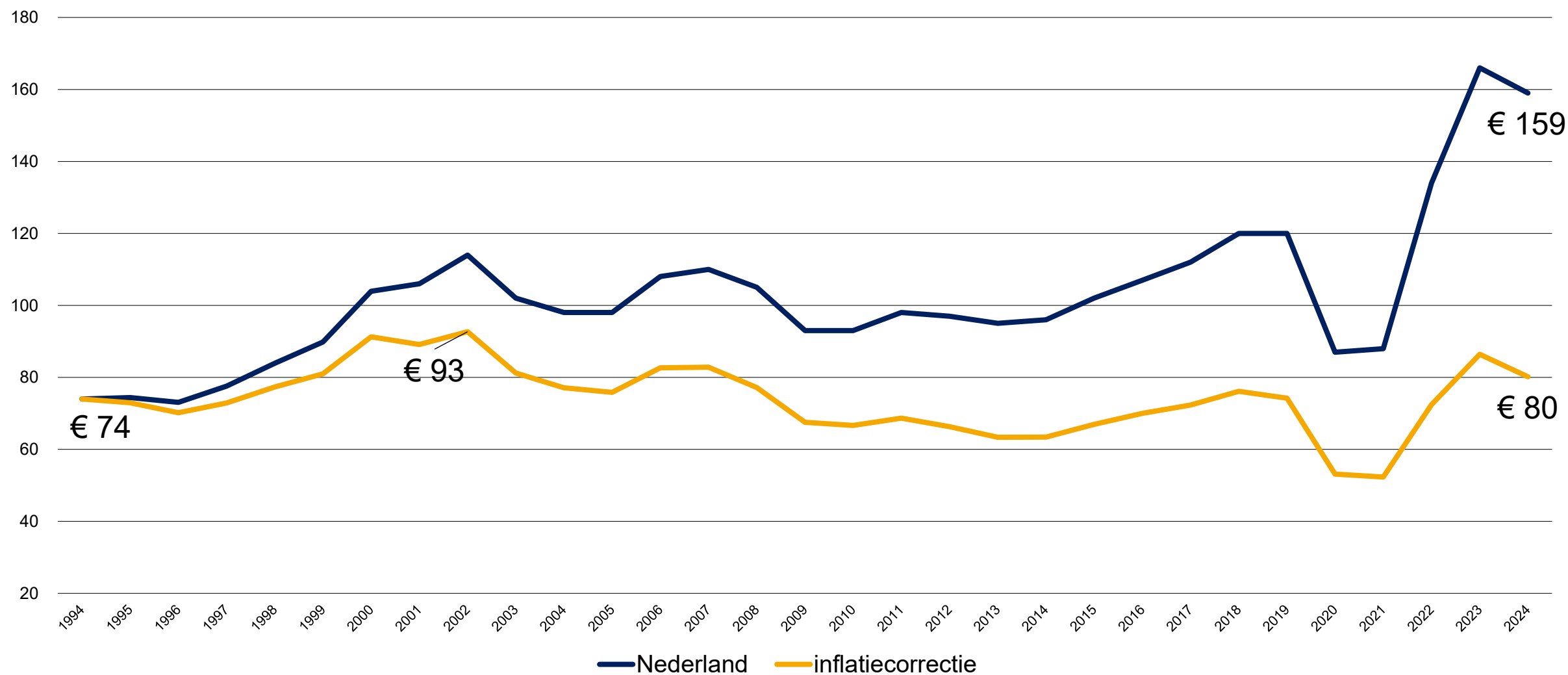
Bezettingsgraad

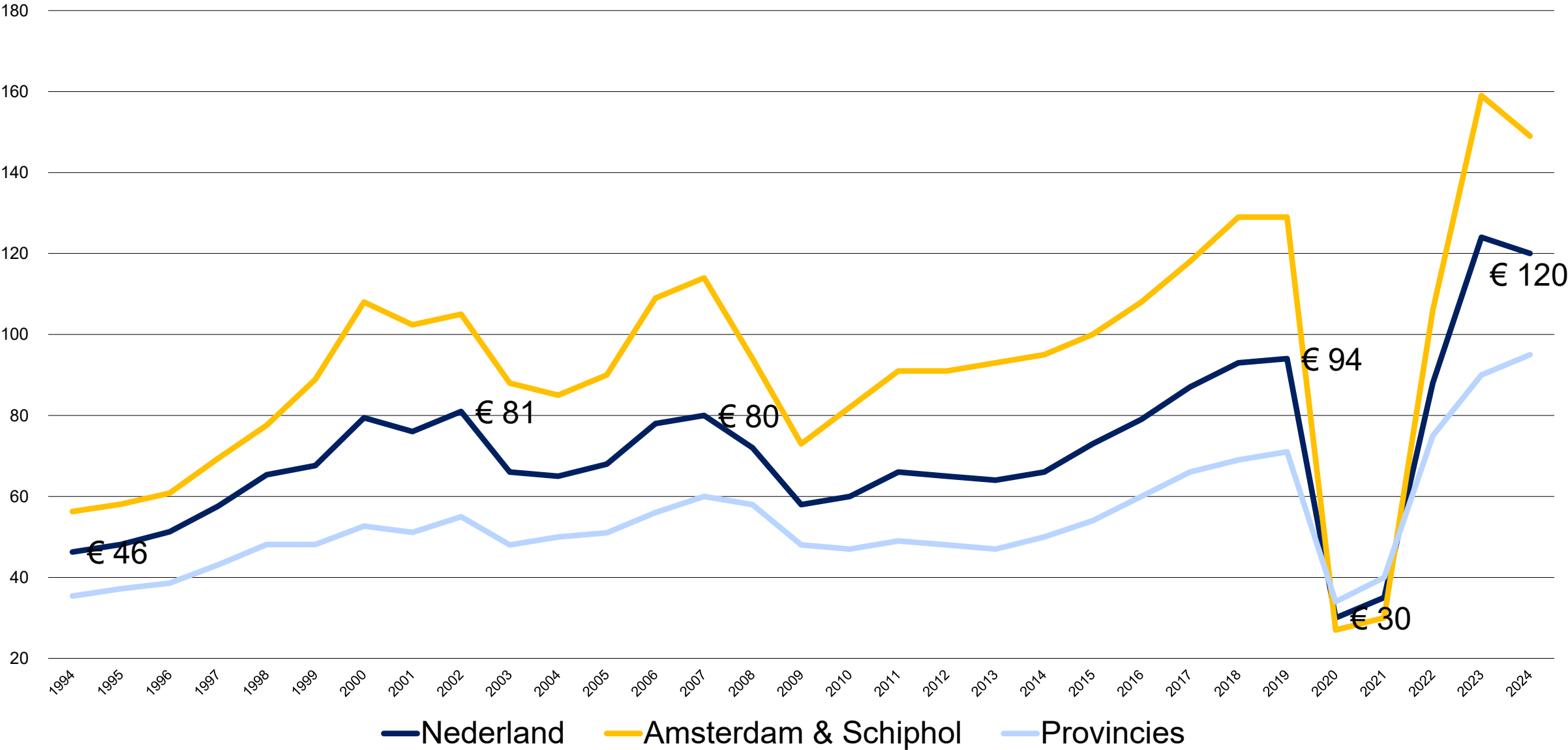




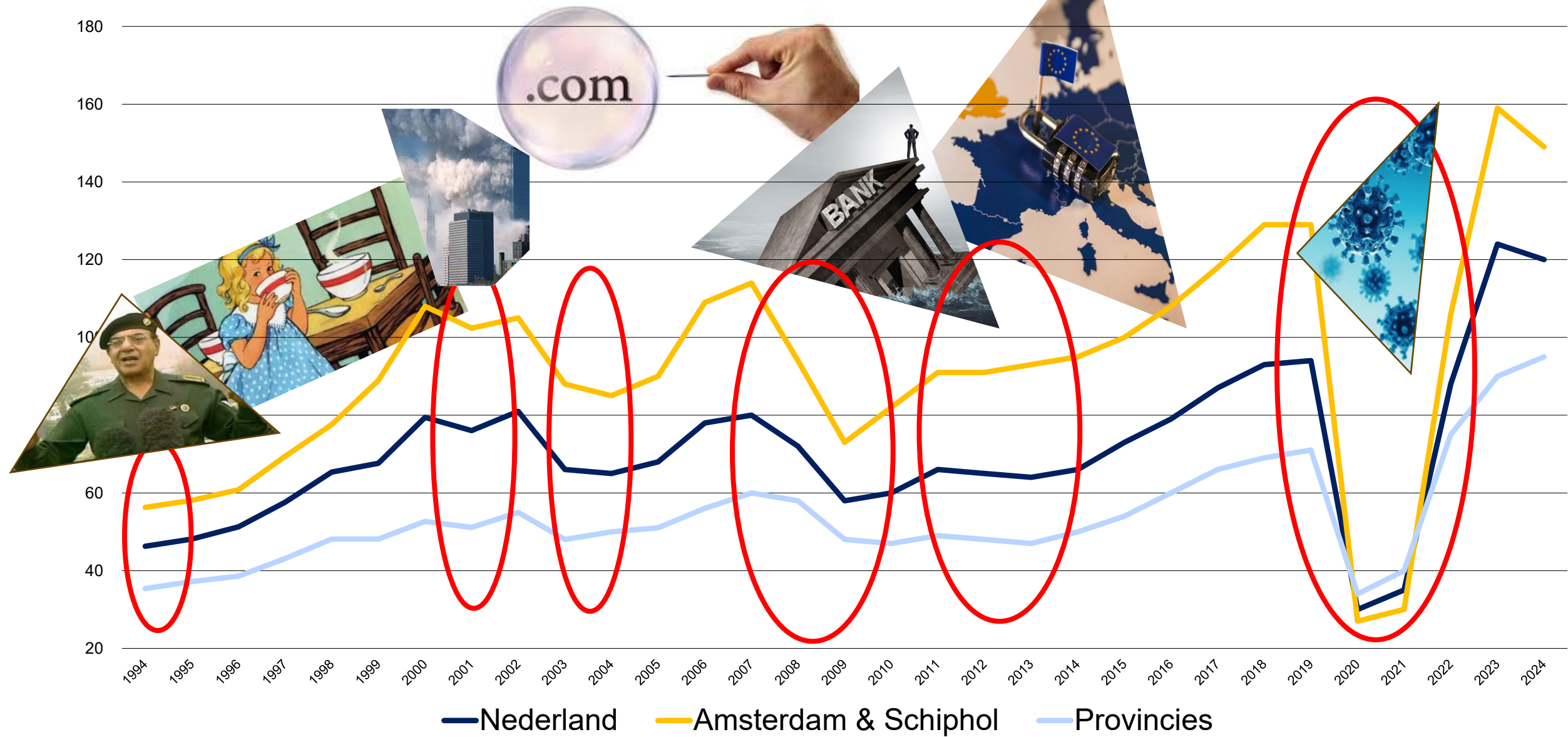
Kamerprijs gecorrigeerd

Inflatie correctie op kamerprijs sinds 1994

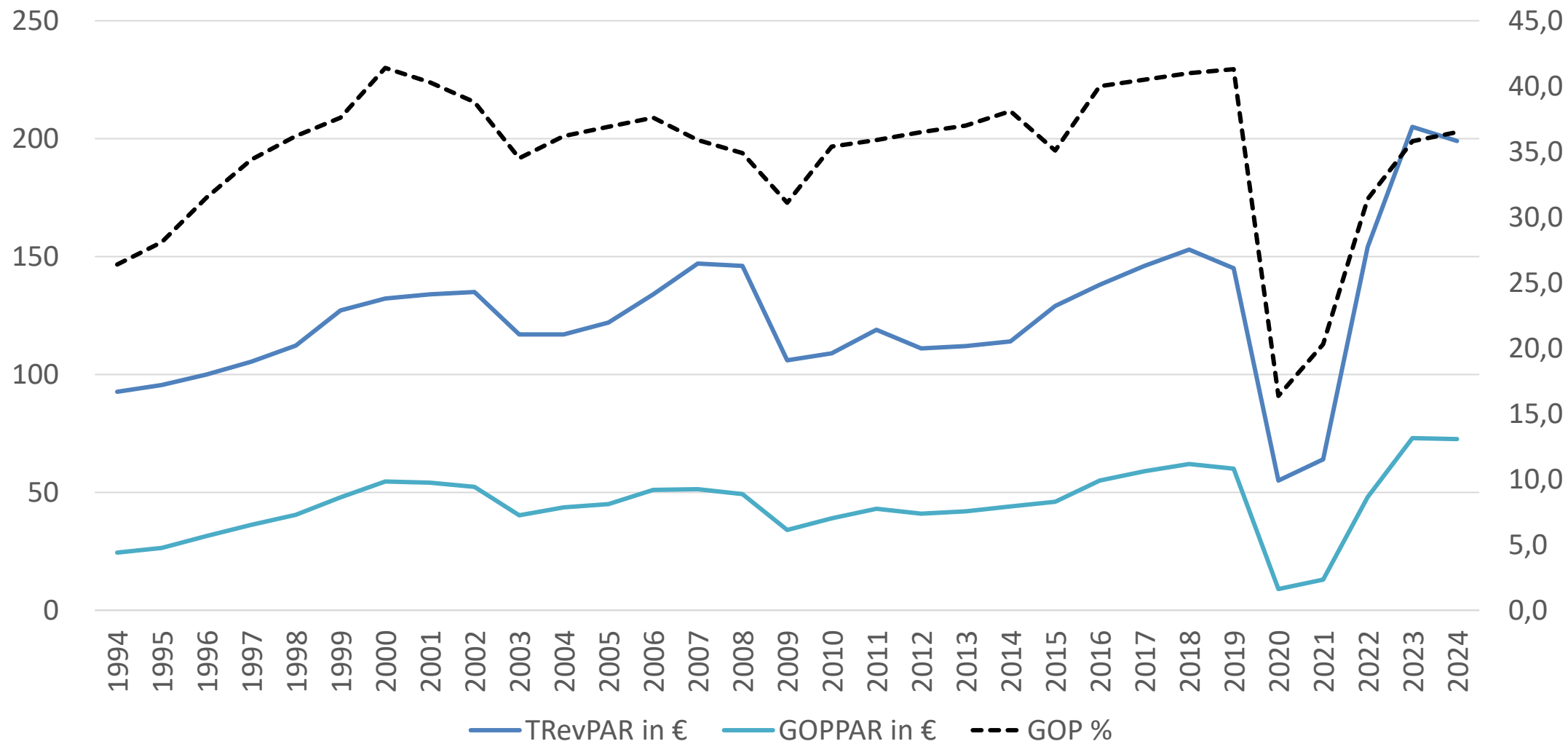




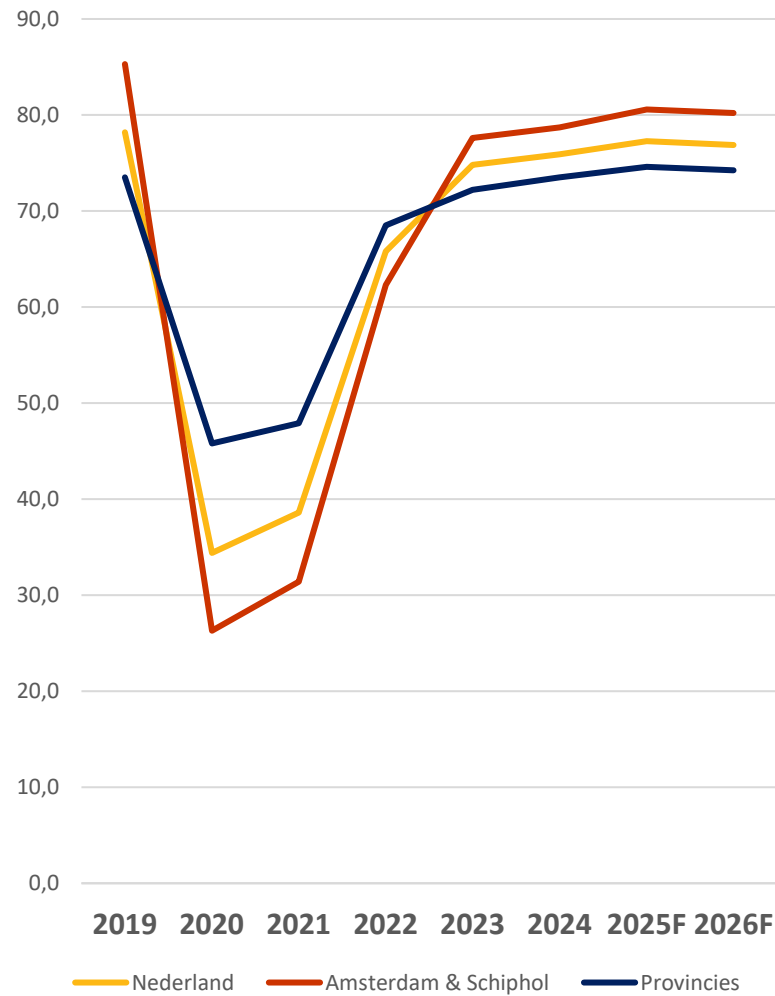
RevPAR – impact crises



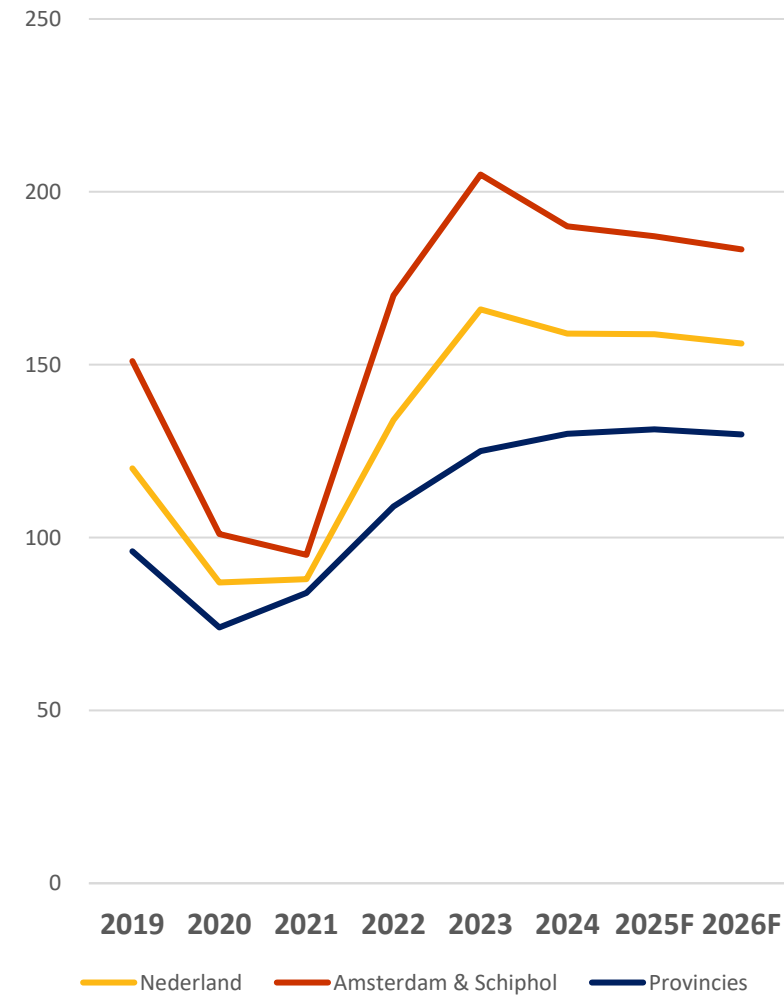
TRevPAR en GOPPAR



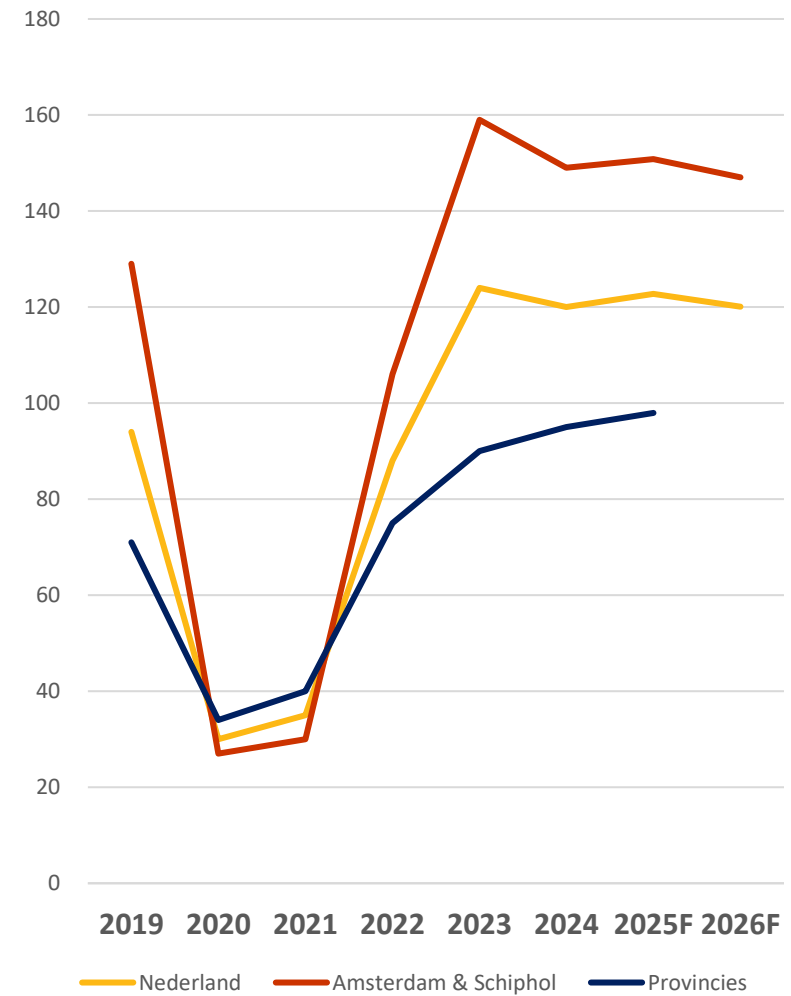
Bezettingsgraad

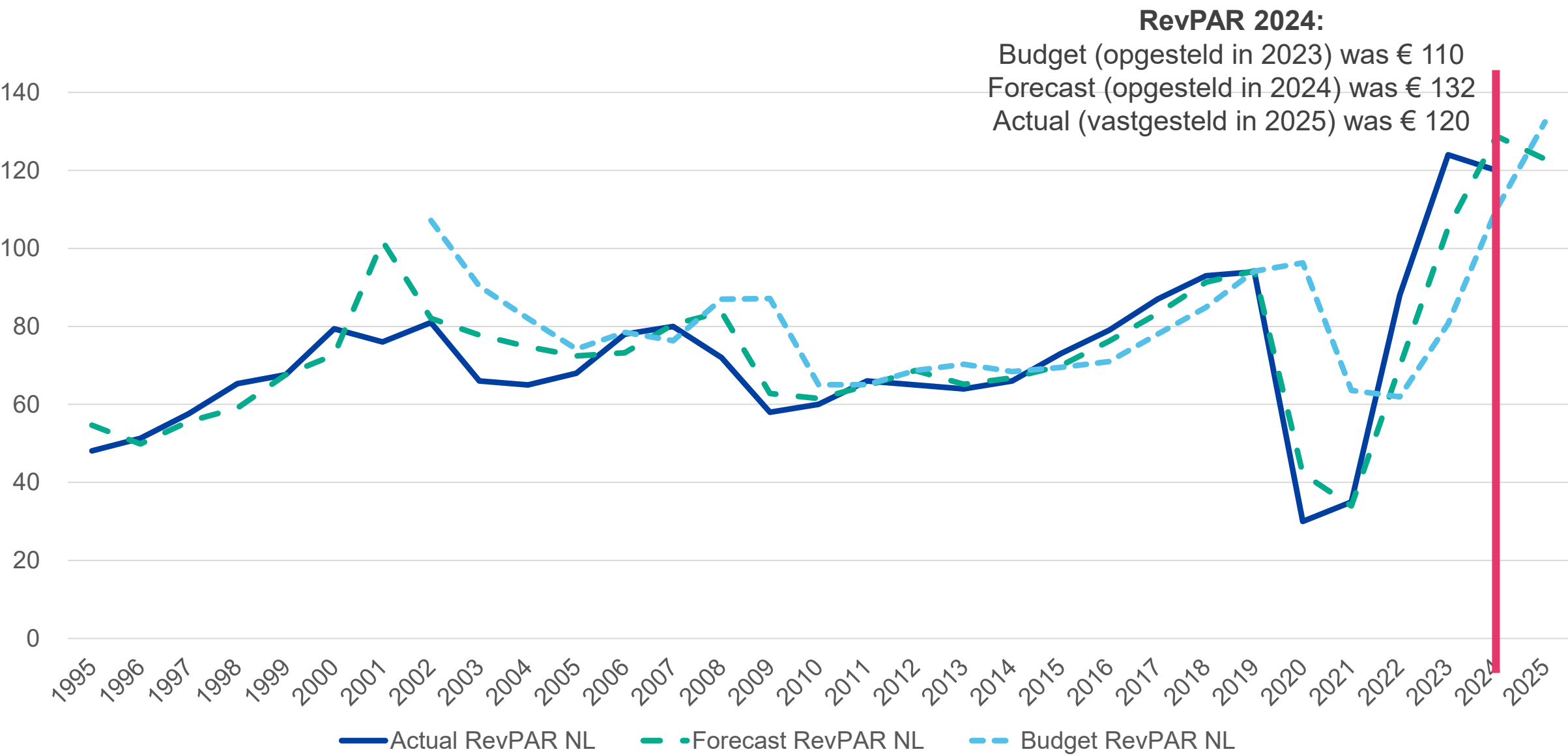


Gemiddelde kamerprijs



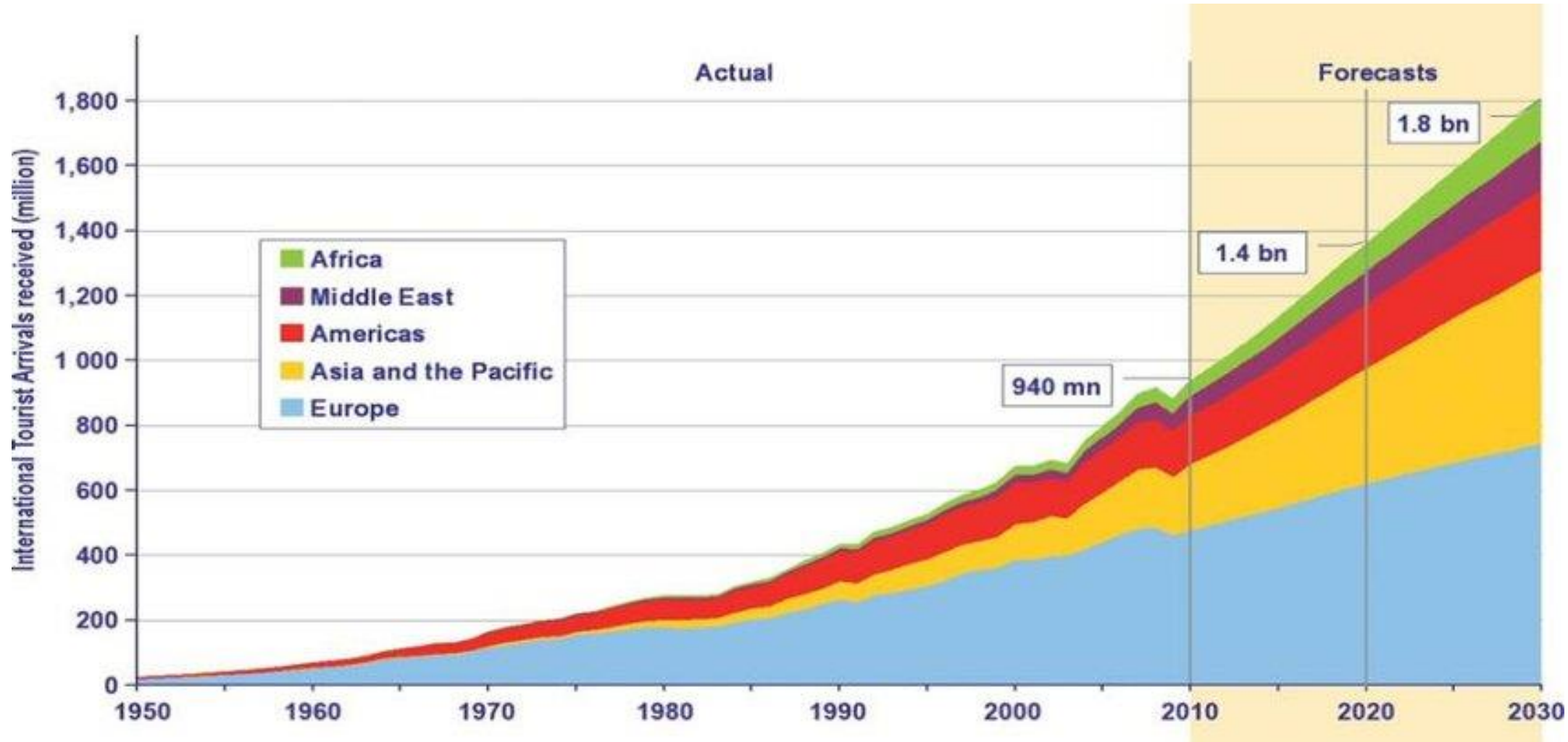
RevPAR





UNWTO Forecast 2030 – global tourist arrivals

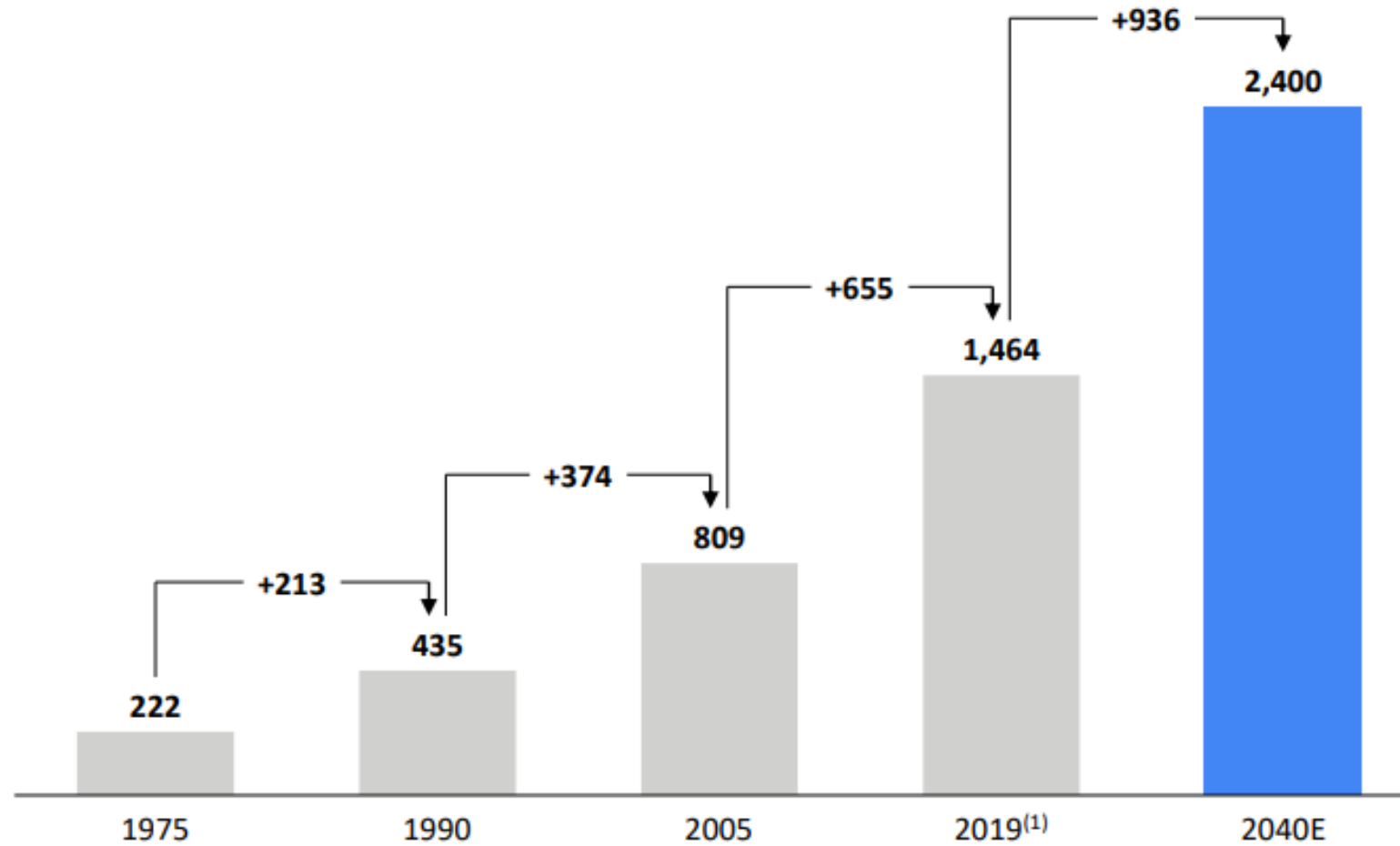
(december 2011)



Bron: UNWTO

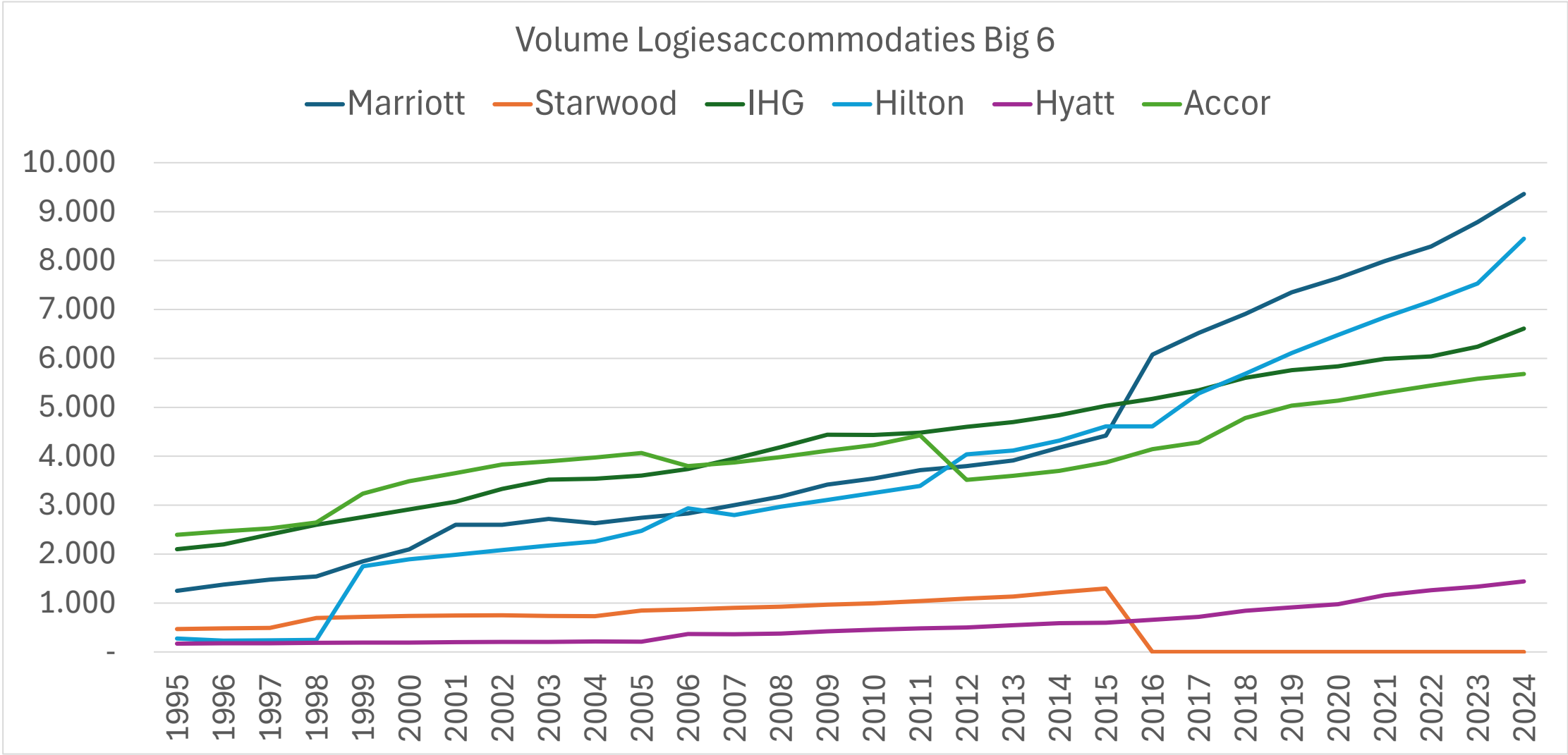
Update forecast 2040 – global tourist arrivals

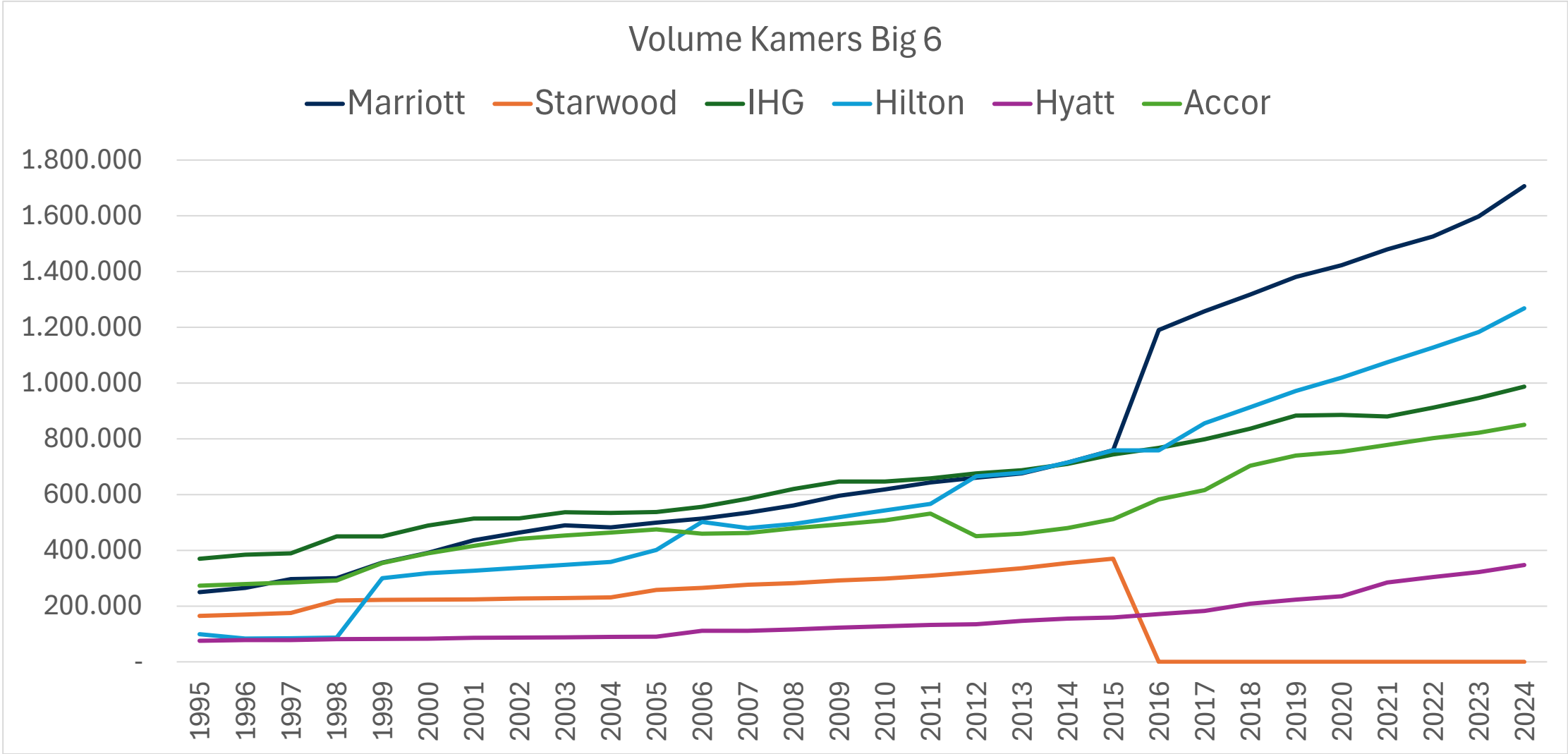
(Oktober 2024)



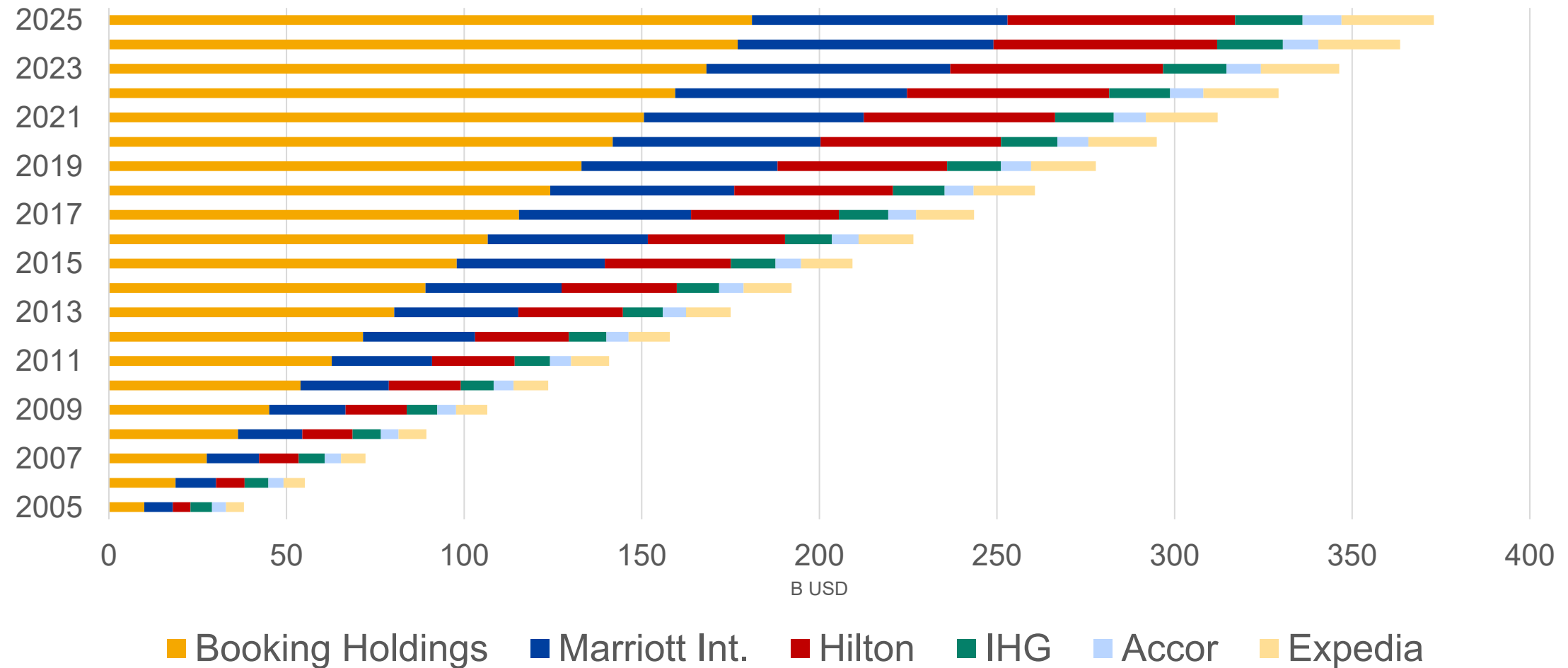
Bron: Deloitte & Google

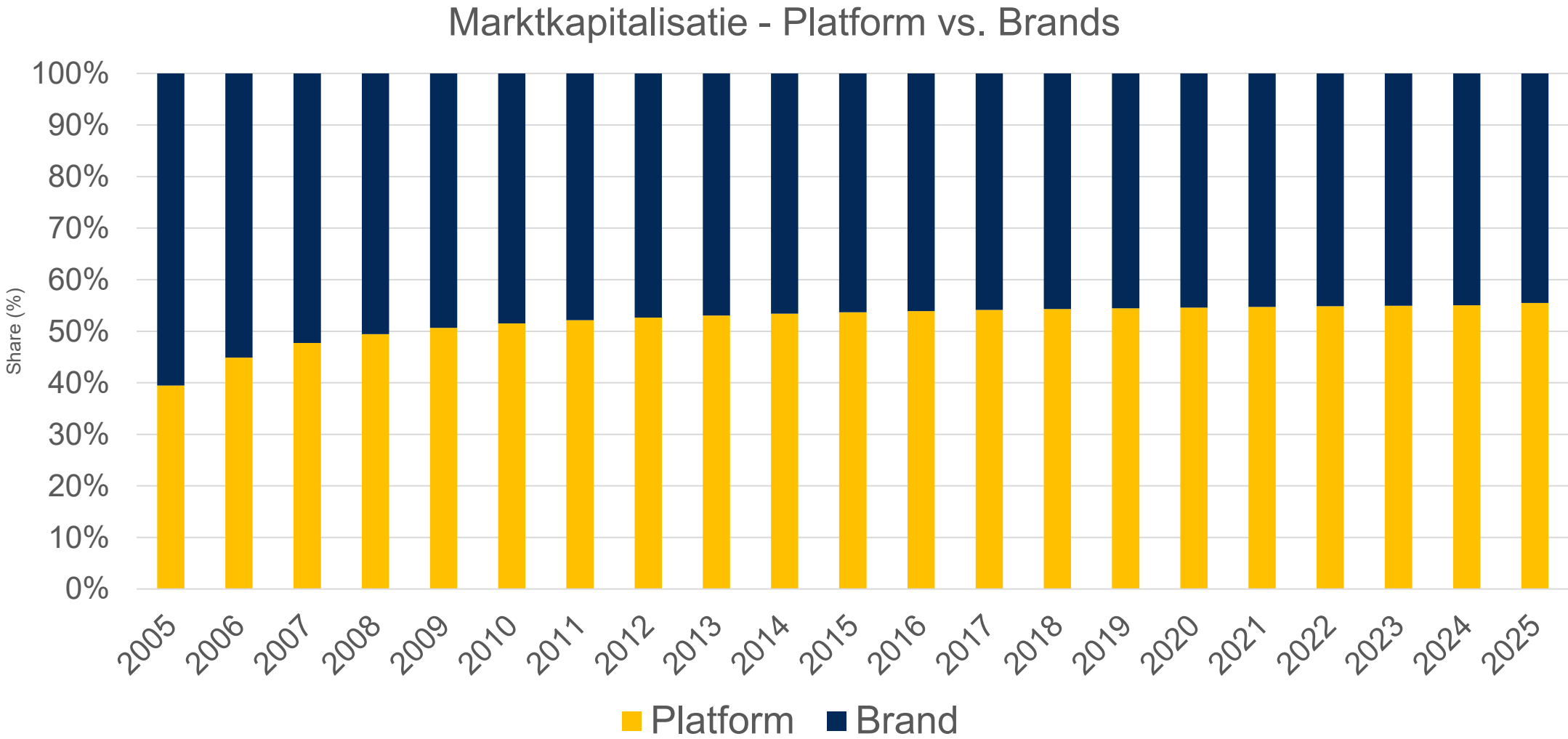
Volume logiesaccommodaties



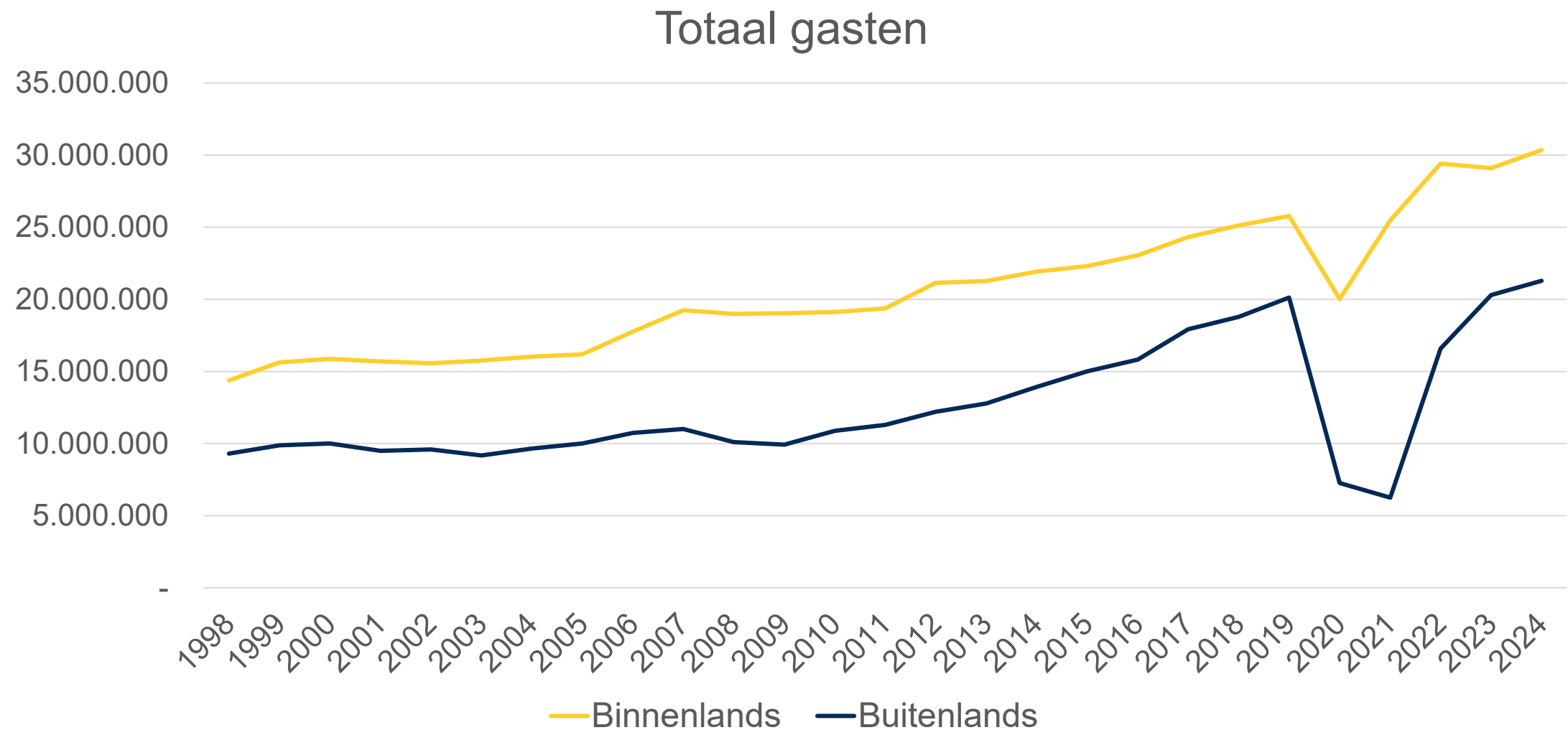


Marktkapitalisatie - Bedrijven



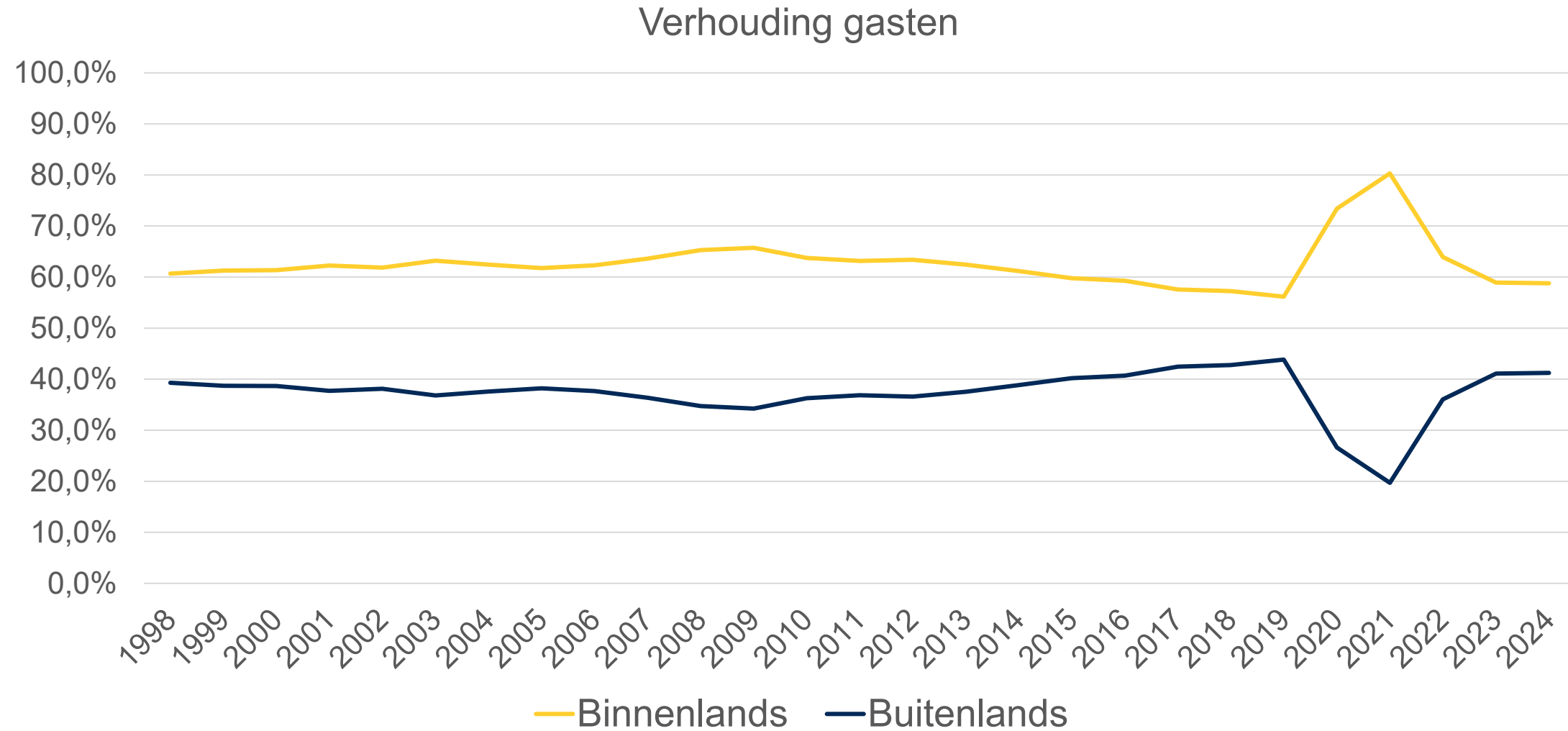


Nederland: totaal aantal gasten



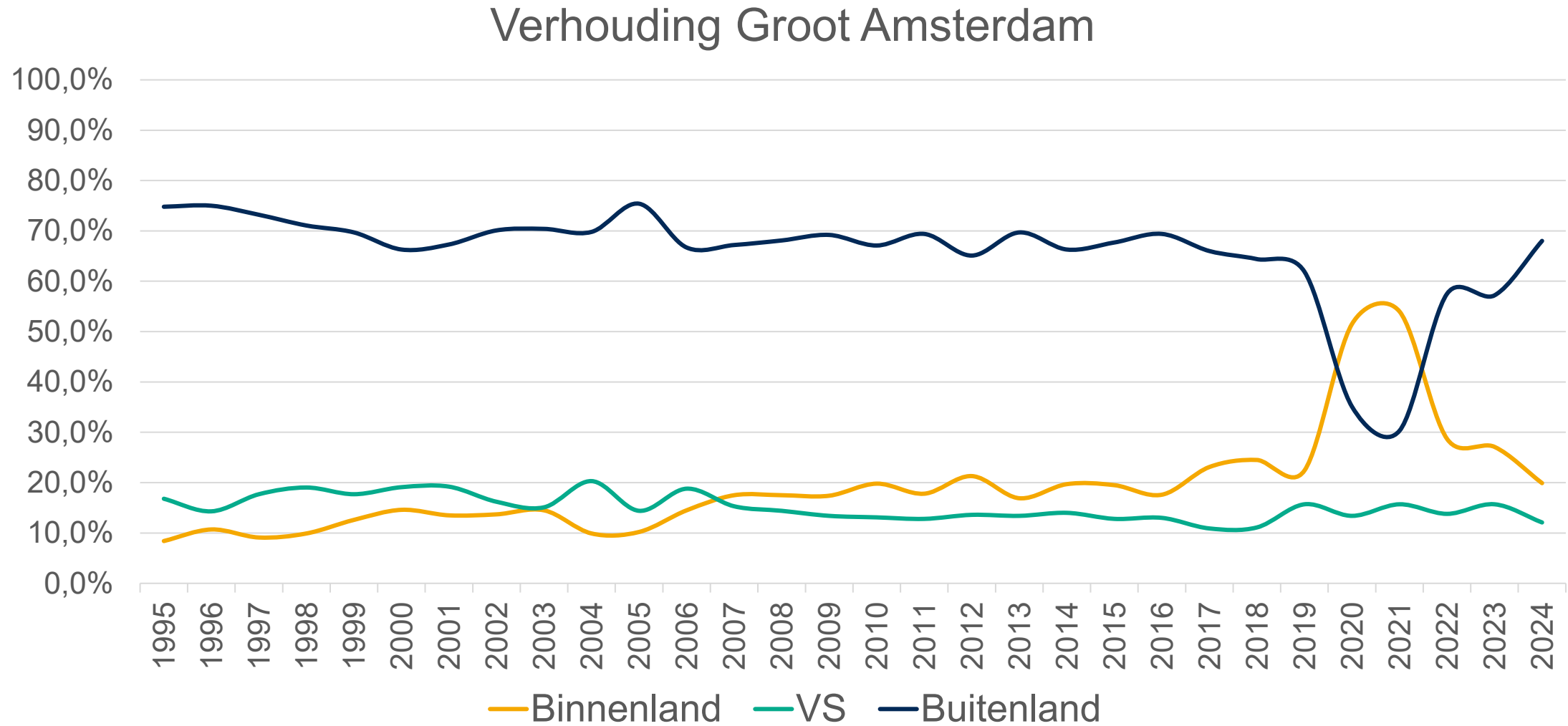
Verhouding gasten

Verhouding binnenlandse gasten met buitenlandse gasten

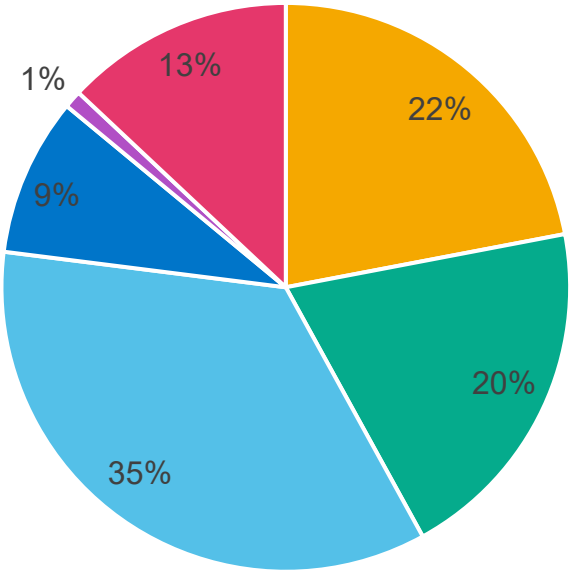


Verhouding gasten: Groot-Amsterdam

Verhouding in Groot Amsterdam tussen gasten uit het binnenland, VS en andere buitenlandse gasten

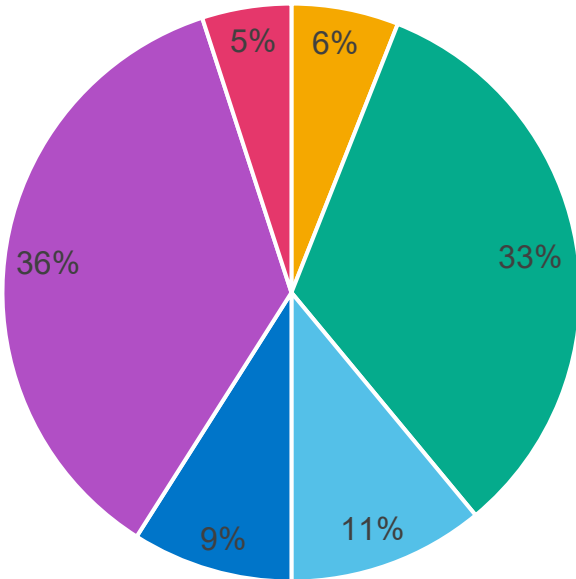


Reserveringen 1995



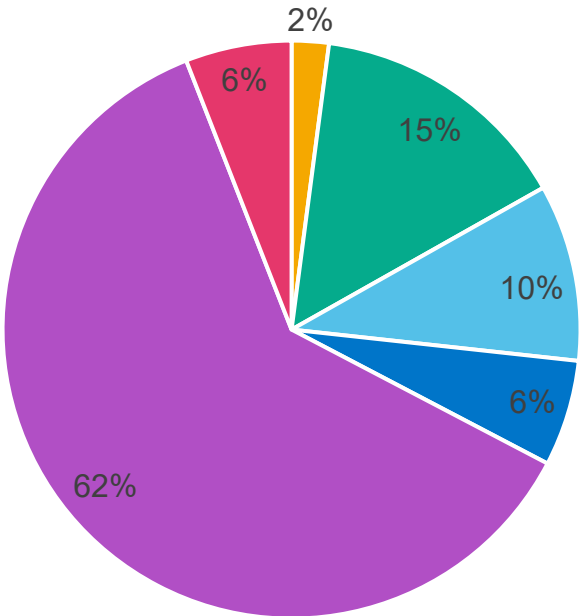
■ CRS ■ Direct ■ Reisbureau
■ Luchtvaart ■ Internet ■ Overig

Reserveringen 2010



■ CRS ■ Direct
■ Reisbureau ■ GDS
■ Internet - Direct & Overig ■ Overig

Reserveringen 2025



■ CRS ■ Direct
■ Reisbureau ■ GDS
■ Internet - Direct & Overig ■ Overig

Rapport bestellen?

www.HorwathHTL.nl



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